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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/502,542	02/10/2000	Bruce L Davis	60109	5321

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DIGIMARC CORPORATION  
19801 SW 72ND AVENUE  
SUITE 100  
TUALATIN, OR 97062

[REDACTED] EXAMINER

FADOK, MARK A

ART UNIT	PAPER NUMBER
3625	

DATE MAILED: 09/23/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/502,542	DAVIS ET AL.
	<b>Examiner</b>	<b>Art Unit</b>
	Mark A Fadok	3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) Responsive to communication(s) filed on 07 July 2003.
- 2a) This action is FINAL.                  2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) Claim(s) 1-27 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-27 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) The proposed drawing correction filed on \_\_\_\_\_ is: a) approved b) disapproved by the Examiner.  
 If approved, corrected drawings are required in reply to this Office action.
- 12) The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

- 13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
 a) The translation of the foreign language provisional application has been received.
- 15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

- 1) Notice of References Cited (PTO-892)                  4) Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_.  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)                  5) Notice of Informal Patent Application (PTO-152)  
 3) Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_.                  6) Other: \_\_\_\_\_

## DETAILED ACTION

### ***Response to Request For Reconsideration RCE***

The examiner is in receipt of applicant's response to Office Action dated 4/4/2003, which was received by the Office 7/7/2003. Acknowledgement is made to the cancellation of claim2, amendment to claims 8 and 9 and the addition of new claims 15-27. The applicant's arguments and amendments have been carefully considered and a new rejection necessitated by amendment is provided below:

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1, and 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Scroggie view of Official Notice and further in view of Kenny.**

In regards to claim 1, Scroggie teaches a method comprising: presenting a collection of retail items, each having an indicia associated therewith, in a bricks and mortar store offering items for sale; sensing the indicia associated with selected ones of said items (FIG 13, Item 312); compiling a list identifying the

items whose indicia were sensed (FIG 14, block 406 maintains a database of customer purchase histories, and col 12, lines 1-67); storing said list in a data structure associated with a user (col 12, lines 8-42); and later recalling said list (col 12, lines 24-42); using said recalled list to present a customized selection of items in an on-line shopping environment. Scroggie teaches that while on-line, accessing the customers purchasing history, then selecting one or more purchasing incentives based on some aspect of the customer's prior shopping history (FIG 14, col 12, lines 7-67 and col 13, lines 1-46), and the emerging technology of online shopping (col 1, lines 26-35), but does not specifically mention that the scan data is presented to the user in a shopping environment. It is old and well known in the art that profile/preference data stored in databases and available on-line can be readily accessed and used in online shopping environments. It would be obvious to a person of ordinary skill in the art to include in Scroggie presenting scanned data to a shopper in an online shopping environment, because users shopping on-line could also benefit from the targeted incentives and the additional data would increase the effectiveness of the Scroggie. Further, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include the scanned data in a preference/profile database on-line, since it has been held that rearranging parts of an invention (where the database information is presented) involves only routine skill in the art. *In re Japikse*, 86 USPQ 70.

Moreover, Scroggie teaches a customized selection of items, but does not specifically mention identifying a subset of items from a customized selection of

items. Kenny teaches selecting reorder items from a list (FIG 10A). It would be obvious to a person of ordinary skill in the art to include in Scroggie the selection of items from a customized list as taught by Kenny, because the user may not want to order all the products or items displayed and might only want a selected group, and the inclusion of the teachings of Kenny would allow this selection process to occur.

In regards to claim 7, Scroggie teaches that while on-line, accessing the customers purchasing history, then selecting one or more purchasing incentives based on some aspect of the customer's prior shopping history (FIG 14, col 12, lines 7-67 and col 13, lines 1-46), and the emerging technology of online shopping (col 1, lines 26-35), but does not specifically mention that information gathered during online shopping is presented to a user in connection with a brick and mortar shopping environment. It is old and well known in the art that collected profile/preference data stored in databases and available on-line can be readily accessed and presented in any number of environments including a brick and mortar shopping environment. It would be obvious to a person of ordinary skill in the art to include in Scroggie the recalling of said logged database records in a brick and mortar store from preference data collected from an online shopping environment, because users in brick and mortar stores could also benefit from the targeted incentives and the addition of this data would increase the usefulness of the teachings of Scroggie. Also, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include information from an online shopping experience in a preference/profile database

then later use it in a brick and mortar shopping environment, since it has been held that rearranging parts of an invention involves only routine skill in the art. *In re Japikse*, 86 USPQ 70;

**Claims 3-9 and 12-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kenny (6,381,583) and further in view of Official Notice.**

In regards to claim 3, Kenny discloses recalling a list of products associated with the user (col 1, lines 49-57); presenting products from said list to the user for selection (col 1, lines 47-52); receiving user selections of products to be purchased (col 1, lines 46-48); receiving an indication that the user is finished selecting products (FIG 10A); Kenny teaches identifying a user, but does not specifically mention that a login identifier is used to identify the user. It is old and well known in the art that computer users who are shopping or purchasing products online are identified at some time, perhaps during login. It would be obvious to a person of ordinary skill in the art to include in Kenny a user login identifier, because this information would be needed to associate the user with previous purchase history stored in a database (col 1, lines 40-56).

Kenny also teaches additional lists can be automatically available at the beginning of the interactive virtual shopping session, including pre-prepared lists of items routinely purchased, items purchased in the past, and items due for reorder based on prior purchase history (col 4, lines 23-28), but does not specifically mention querying the user regarding the possible purchase of an item

not selected by the user but on said recalled list, before completing the online shopping session. The Examiner notes that comparing lists and deriving a resultant differential is old and well known in the art and could have been used in Kenny if so desired. Also, in regards to the timing of the query (when the query is done), it would have been obvious to one having ordinary skill in the art at the time the invention was made to make a query at the end of the shopping session, since it has been held that rearranging parts of an invention involves only routine skill in the art. *In re Japikse*, 86 USPQ 70.

In regards to claim 4, Kenny discloses a computer storage medium having instructions thereon causing a computer to perform the process of claim 3 (see response to claim 3).

In regards to claim 5, Kenny teaches selecting said item in accordance with a procedure that depends, in part, on the passage of a predetermined interval of time without the user selecting said item for purchase (col 6, lines 24-37).

In regards to claim 6, Kenny teaches selecting said item only if the total price of items selected by the user meets a pre-determined criterion. Kenny teaches programming means for displaying various lists of previously ordered products (col 6, lines 4-67) with the information provided in these lists including price (col 4, lines 4-65). Since Kenny does not limit the criterion by which the list is assembled and offers the user the means to establish when a list will be provided automatically, including a list that included items priced over a certain price level, the feature is considered to be inherent in the teachings of Kenny.

In regards to claim 8, Kenny discloses in an on-line shopping method, an improvement comprising displaying a virtual shopping aisle with graphical - rather than strictly textual -representations of items for sale (abstract and **FIG 4**), wherein items of potential interest to a shopper are presented more prominently than other items (**FIG 7, Special Today**).

In regards to claim 12, Kenny teaches in which the item not selected by the user, but on said recall list associated with the user, is a dessert or cookie item. Kenny does not limit the type of product that is presented on its list, therefore, the items that were not selected from a list presented to the user could include any number of products including deserts or cookies.

In regards to claim 13, Kenny teaches in which the item is the subject of said query only if said the user has not purchased item for a predetermined period (col 9, lines 14-33).

In regards to claim 14, Kenny teaches in which the item is the subject of said query only if the user has demonstrated a prior purchasing habit related to said item, and the omission of said item is not in accordance with said demonstrated habit (col 1, lines 25-30).

**Claims 10 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Scroggie, and further in view of Jelen et al (6,129,276).**

In regards to claim 10, Scroggie teaches sensing said selected items along aisles at which said items are displayed, away from a checkout stand. Scroggie

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teaches sensing selected items, but does not specifically teach sensing selected items along aisles at which said items are displayed. Jelen teaches a portable barcode reader system that can be transported to the aisles where products can be scanned (abstract, FIGs 1 and 2). It would be obvious to a person of ordinary skill in the art to include in Scoggie the portable barcode scanner and display system that is taught by Jelen, because the incentives that are offered by Scoggie could be provided at an earlier time, when a product is selected and could influence the product selection decision before the items are brought to the counter for check out where it is unlikely that a change in buying behavior would occur.

In regards to claim 11, Scoggie teaches sensing an RFID identifier (Jelen col 10, lines 3-6).

**Claims 9,15,16,19,20,21,23,24,25 and 27 rejected under 35 U.S.C. 103(a) as being unpatentable over Kenny (6,381,583) and in view of Official Notice and further in view of Scottyscan.**

In regards to claim 9, Kenny teaches identifying items of potential interest by reference to the shopper's prior activity in a brick and mortar store (FIG 7, Reorder Item).

Claims 9,15-27, Scroogie and Kenny teach identifying items of potential interest and the presentation of a customized list (see response to claims 1 and 9), but do not specifically mention where the information contained in the database was obtained. Scottyscan teaches a hand held scanner that can input information from products in any location including various vendor locations,

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home pantries or even catalogs for use in creation a personalized list of products in a database. It would be obvious to a person of ordinary skill in the art to include in Scroggie and Kenny the input means as taught by Scottyscan because this method is easier and faster than scrolling through lists of products to select desired items.

***Response to Arguments***

The applicant presented no new arguments in this reply.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **(703) 605-4252**. The examiner can normally be reached Monday thru Thursday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Wynn Coggins** can be reached on **(703) 308-1344**.

**Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Receptionist whose telephone number is (703) 308-1113.**

Any response to this action should be mailed to:

***Commissioner for Patents***

**P.O. Box 1450**

**Alexandria, Va. 22313-1450**

or faxed to:

**(703) 872-9306** [Official communications; including

After Final communications labeled

"Box AF"]

**(703) 746-7206** [Informal/Draft communications, labeled

"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451  
Crystal Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.



Mark Fadok

Patent Examiner



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